

## IN SALERNO, VOLOTEA IS FOCUSING ON THE INTERNATIONAL MARKET: SPOTLIGHT ON FRANCE

*The airline will operate 3 international routes, targeting incoming tourism from France.*

*New for 2025: the connection to Lyon, available for sale starting today, and the one to Marseille. Both routes are operated exclusively with a bi-weekly frequency.*

*The offer to Nantes has been extended until the end of October.*



**Salerno, 12 March 2025 – Volotea, the airline that connects small and medium-sized European cities, is shifting its focus from the domestic market and reaffirming its commitment to enhancing the international connectivity of Salerno. Starting in July, the airline will concentrate its operations on international routes, with a strategic focus on France, a market that has proven to be more effective for both the airline and incoming tourism, making it strategic for the economic development of the Campania region.**



Specifically, for the summer of 2025, Volotea will offer three direct connections between France and Salerno Costa d'Amalfi Airport. The first new route for the summer season is to Lyon, which will be operated twice a week, on Mondays and Fridays, starting July 4. The second new route will connect Salerno with Marseille. Announced last December, this exclusive connection to the charming seaside city in southern France will be operated starting July 6, every Wednesday and Sunday. On Tuesdays and Fridays, travelers will also be able to reach Nantes with a direct flight, a travel option that has been extended until the end of October 2025, in addition to the four weekly frequencies already available from Naples.

Volotea, which was the first airline to bet on Salerno Airport, has designed this new offering for Costa d'Amalfi with the aim of strengthening the bond between Campania and France, and facilitating the arrival of French travelers to discover the beauties of the Amalfi Coast, Salerno, and the excellences of Southern Italy. Moreover, France will also be central for 2026, as Volotea is already exploring new opportunities in this market for the upcoming year.

**Carlos Muñoz, Founder and CEO of Volotea**, stated: "Volotea's decision to shift focus from the domestic market to concentrate on the international market stems from the desire to promote incoming tourism and generate a positive economic impact for the region. French travelers represent a strategic market segment that has already proven to be more effective for both the airline and the territory, with high spending capacity and a strong interest in Italian cultural and scenic destinations. Focusing on international routes allows us to capture a growing tourist demand and contribute concretely to local economic development. Salerno has enormous potential, and we believe that strengthening connectivity with France can offer new opportunities for the territory, both in terms of tourism and the enhancement of local excellences."

**Roberto Barbieri, CEO of GESAC**, commented: "We are excited about the expansion of international connections, thanks to the partnership with Volotea, which targets French passengers, its main reference market, historically fascinated by the beauties of the province of Salerno. To fully develop the potential of the airport and its entire ecosystem, we are preparing, in collaboration with local institutions, important territorial marketing initiatives aimed at promoting the wonders of Cilento, recognized by UNESCO as a World Heritage Site. This area, still little known internationally, will be the focus of a targeted promotional campaign to highlight the extraordinary natural, historical, and gastronomic riches of a territory that is now much more accessible thanks to direct flights."

All flights are already available for purchase on the official website [www.volotea.com](http://www.volotea.com) and at travel agencies.

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